

## ECOLOGICAL MANAGEMENT IN ECOLOGICAL TOURISM AND ITS ROLE FOR SUSTAINABLE DEVELOPMENT

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In the developed tourist region and in such, that develops quickly, a problem of environment pollution is one of the most anxious. Unfortunately, awareness of importance of environment for tourism development often takes place, when the consequences of urbanization acquire such scope, that cause dissatisfaction of tourists and waiver of visit of places that were popular among tourists earlier.

Ecological tourism in modern presentation is rest in attractive regions which are not damaged by human activity and keep the traditional way of life of local population. Appearance and development of ecological tourism are closely connected with natural territories, especially attractive from the aesthetically beautiful and scientific point of view closely associated with history, and by development of norms of their guard. Advantages of ecological tourism are sustainable development of territories, nature protection character of recreation technologies, use of market forming ecological world view mechanisms of population.

The important constituent of sustainable ecologically saved development of ecological tourism is an ecological management - management which in advance foresees forming ecologically saved production-territorial complex and provides optimal correlation between the ecological and economic indicators during all life cycle, both this complex and produced by them tourist product.

Ecological tourism - foremost an economic process, and all actions which will nurse from a process a decision-making about development of tourism have an alternative influence on expenses and benefits from economic, social points of view and from the point of view the account of influence on an environment.

To the expenses, to related to the change of surrounding environments can be delivered such:

- expenses on prevention of overpopulation or contamination in separate regions;
- expenses, related to the loss of inviolable civilization corners of nature or caused the inevitable loss of natural attractiveness;
- expenses on creation of the protected areas on territories, intended for rest;
- expenses, directed for development of additional projects on removing the unforeseeable and effects of sides in connection with realization of plans of development of certain region;
- expenses on cultural or historical places saving.

Some of the adopted expenses are related not only to ecological tourism development but also with all forms of development of settlements or cities. The carefully thought out planning can shorten or remove some charges, but exactly planning – are additional expenses also.

Development planning of destination is conducted with the help of account of advantages of the natural placing and natural resources, by the purpose of defense of natural beauty of territory and saving ecological balance which can be violated at the rash transmission of agricultural lands for their commercial use in development of tourism. It is an ability which proclaim to take into account biophysical scopes and ability adopts the certain number of tourists with the least possible negative influence on natural ecosystems.

Consequently, forming of the system of ecological management will enable to provide successful realization of economic policy of the state, will lead to forming of the ecologically oriented tourist business and assists effective steady and saved development of regions.